

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

BAYER Environmental Science, a business unit of the Crop Science division of Bayer, announced that Burgess Perry has been named Head of Marketing for Environmental Science North America. In this role, Burgess is responsible for leading the marketing initiatives of the business unit for the United States and Canada, focusing primarily on the needs of customers in the markets it serves, including Turf & Ornamentals, Vegetation Management, Professional Pest Management and Vector Control.

Most recently, Burgess served as Director of Marketing Excellence for Crop Protection and Seeds in North America. Throughout his more than 27 years of experience at Bayer, he's worked across regional and global teams to identify key customer insights and marketing activities to deliver positive customer experiences.

BIOSAFE BioSafe Systems announced the addition of Evan Moreau as the Digital Marketing Specialist to their growing retail team. He will assist the execution of BioSafe Systems' marketing strategy and public relations initiatives, including graphic design, email marketing, web development and search engine marketing for digital and traditional content, along with having a strong focus on implementing marketing activities across a variety of online segments.

BioSafe Systems has also hired Zac Ricciardi as a Technical Sales Representative for Colorado and surrounding areas. Zac brings with him over 12 years of horticultural sales experience in the western and central regions of the U.S. As an active member of the horticulture community, his wide knowledge range of crops and growing methods will be integral in helping customers meet their goals.

BIOWORKS Mark Freeman has been named Biological Plant Nutrition Product Manager at BioWorks, home to the RootShield, BotaniGard, CEASE, Molt-X, MilStop, BotryStop, NemaShield and SuffOil-X brands of biopesticides, and Verdanta and ON-Gard brands of biofertilizers. In his new position, Mark will be advocating and communicating an understanding of the features, advantages and benefits of BioWorks' plant nutrition products.

Mark has over 30 years of experience in the horticulture and specialty agriculture markets, most recently with Ball Horticultural Company. He has held positions as Head Grower, General Manager and National Market Manager, among others.

KOBA Koba announced that Terry Sudhoff has joined the sales team at KOBA for the Midwest region. Terry has 40 years of experience in the horticulture industry, most recently selling for the Henry F. Michell Company. Terry will be covering the service of customers in a large swath of states: North Dakota, South Dakota, Nebraska, Kansas, Colorado, Oklahoma, Arkansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois and Kentucky.

PAUL BOERS MANUFACTURING Paul Boers announced the addition of Darla Lanphear to the Sales Consultant Team. The company is looking forward to working with Darla, taking advantage of her 20-year experience as Regional Sales Manager in the shade, shelter and playground industry that should benefit her in the world of greenhouses and greenhouse manufacturing.

STAR ROSES AND PLANTS Tom O' Connell has been hired as sales manager for Star Roses and Plants. Tom has had a long career as a sales representative with The Conard Pyle Company and as a territory manager with Star Roses and Plants.

Throughout his sales career, Tom has always been a top performer and is known by his customers and peers alike to be incredibly prepared, a strategic thinker and possess a great work ethic.

WALTERS GARDENS Laura Robles has joined the Walters Gardens, Inc. family as Trials Manager. Laura most recently served as Research & Development Manager for Mast Young Plants, where she was a nominee for GrowerTalks' Young Grower Award.

During her tenure at Mast Young Plants, Laura established a positive reputation in the horticulture industry as a knowledgeable resource in trialing varieties for breeding companies. At Walters Gardens, she will be participating in their trialing process with young plant and finished container production, as well as researching production of varieties that are new or not yet widely released. **GT**